

4:46pm Irene - wedding Oct 3rd Sunday - bring up jacket  
4:54 Joyce Mer decisions were avail Tuesday

10:39 AM

Bruce's report - 10,000?

HH panel - 60,000 in total HHTs for all categories

static 52wk - 36,000 - 40,000 HHTs smokers

monthly static - 40,000 smokers HHTs.

IRI Panel or on line

family  
representing  
history

40,000 every year -  
but not necessarily  
purchased cigarette

% HH buying - multiply by 40,000

HH share HHTs ) correlate.

Market share )

Total	40,000 HHS
HH	5-6,000 HHTs
Yearly	10-12,000 HHTs
Single	3000 HHTs
Spouse	

1.0  $\Rightarrow$  Volume per 1000 HHTs

	4/90	4/91	4/92	2/92
BTH pk FPE85	0.00	0.01	0.00	0.02
HHTs	0	4	0	8
BTH pk U3 85	0.01	.01	0.00	0.02
HHTs	4	4	0.00	8

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Three half years mid 89 - mid 92

92 39000 families  
91 39000 families

IRI HHT panel

22,064 purchase data  
per cigarette  
40,000 active panelists

11-12,000 per year  
that purchase  
purchased cigarettes within  
that year